



City of Arts & Innovation

PRESS RELEASE

Police Department
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Chief of Police

FOR IMMEDIATE RELEASE

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Traffic Bureau
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CROSSWALK ENFORCEMENT NETS 54 CITATIONS

RIVERSIDE, CA – On Wednesday, December 10, 2014, Traffic Officers from the Riverside Police Department conducted crosswalk enforcement operations at various locations within the City of Riverside. The locations were determined based on collision data, as well as citizen complaints of observed violations. The identified locations were; Streeter Ave. at Sierra Ave., Arlington Ave. at Aden Way, and Indiana Ave at Winstrom St. The two hour operation resulted in 49 citations for failure to yield to pedestrians lawfully within a marked crosswalk. 5 citations for distracted driving were also written.

The U.S. Department of Transportation Federal Highway Administration reports that each year, pedestrian fatalities comprise about 12 percent of all traffic fatalities and there are approximately 4,000 pedestrian deaths. Another 59,000 pedestrians are injured in roadway crashes annually. Operations such as these are conducted to help educate the public about the needed awareness of pedestrians in crosswalks.

